



Juice in Denmark

December 2025

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Juice in Denmark - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slower shift between 100% juice and other juice types

INDUSTRY PERFORMANCE

High orange prices and alternatives to juice continue to hit the category in 2025

Growing array of health-positioned coconut and other plant waters

WHAT'S NEXT?

Bright spots in juice

New single-portion juice drinks to stimulate on-the-go demand

Strong growth projected for coconut and other plant waters through alignment with consumers' health-focused preferences

COMPETITIVE LANDSCAPE

Rynkeby Foods continues to invest in the category

Green Coco Europe gains from the fast growth of coconut and other plant waters

CHANNELS

Convenience and competitive pricing lure juice consumers to large modern grocery retailers

E-commerce emerges, albeit slowly, as a channel for juice

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Soft Drinks in Denmark - Industry Overview

EXECUTIVE SUMMARY

Healthier and better quality preference favours off-trade value over volume growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness is reshaping soft drinks

Mixed bag for new entries

Price promotions and special deals win over consumers

WHAT'S NEXT?

Shift away from sugary products to continue

Health-orientated soft drinks to drive growth

Players to shape new launches to exploit health and wellness demand

COMPETITIVE LANDSCAPE

Royal Unibrew retains leadership but Carlsberg remains a close challenger

Local brands gain ground in a tougher environment for US counterparts

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